EVERYBODY'S BUSINESS

KEITH HUTCHISON

America's World Bank

THIRTEEN months after its formal inauguration at Savannah, the International Bank for Reconstruction and Development has yet to make its first loan. This is not due to any lack of demand for its services. Eight member countries have made bids for a total of $2,310 millions and, while some of their applications are in too tentative a form for action, others have been submitted with detailed plans which have been carefully examined by the bank's economic experts.

One reason for delay has been the difficulty in finding and keeping a president for the institution. In theory, this officer is selected by the twelve-man board of executive directors elected by member countries; in practise, there is an unwritten agreement to allow the United States, as the largest investor in the bank, the right of nomination. The president is paid $30,000 tax-free, but despite this attractive remuneration and the dignity and prestige supposedly attached to the position, it proved hard from the first to persuade any qualified person to accept it. At length, after a three-month canvass, Eugene Meyer, eminent publisher of the Washington *Post* and former chairman of the Federal Reserve System, agreed to undertake the task, amid general applause.

Six months later, Mr. Meyer resigned, giving explanations that satisfied nobody, and the frantic hunt was resumed. For another three months, business was held up while financial circles gossiped about internal difficulties which led one candidate after another to refuse the prize. Finally, John J. McCloy, a corporation lawyer with banking connections and former Assistant Secretary for War, agreed to accept the nomination. He did so on his own terms, one of which was the resignation of the American executive director, Emilio G. Collado, and his replacement by Eugene R. Black, vice-chairman of the Chase National Bank. Simultaneously, Mr. McCloy appointed Robert L. Garner, a director of General Foods and formerly connected with the Guaranty Trust Company, as vice-president.

As a result of these changes, the New York financial community is now strongly represented at International Bank headquarters and its former coldness to the institution has been replaced by a more cooperative attitude. This is important because the bank's dollar resources, which will reach something over $700 million by the end of May, are totally inadequate to meet the demand on it for dollar loans. Consequently, unless its activities are to be severely restricted, it must market its own securities in the United States—an operation that can only be carried out with the blessing of the big financial institutions. That this will probably now be forthcoming is indicated by a bill, authorizing New York savings banks to invest their funds in International Bank debentures, which now awaits Governor Dewey's signature. For months, this measure had been kicked around at Albany but as soon as McCloy's appointment was confirmed it passed both houses of the state legislature without difficulty.

Prospects for obtaining additional resources in the New York market have, therefore, brightened perceptibly, and a small experimental issue of bank debentures will probably be made in the next few months. But undoubtedly the heads of the dozen or so investment houses and insurance companies which dominate the securities market will keep a sharp eye on the kind of loans the bank makes. They are not likely to look with approval on borrowing by countries that have failed to make what Wall Street considers a satisfactory settlement of private debts, or on those which nationalize industries in which American capital is invested. And if the directors and officers of the International Bank should ignore their frowns, the market for bank debentures will probably become very sticky. That means that Wall Street can pull the new institution up short whenever it sees fit.

The advent of Mr. McCloy did not create this braking power which is implicit in the dependence of the bank on American capital; it merely put into the chauffer's place a man the private bankers could trust, and so reduced the need for back-seat driving. And the appointment of Mr. Black should also make for smoother riding, since, in this rather complicated financial vehicle, he will operate dual controls on behalf of the American government.

The United States holds 37½ per cent of the voting power in the bank and, in addition, the articles of agreement provide that the bank can only borrow funds with the approval of the member in whose market those funds are raised. So long, therefore, as this is the one large country with surplus capital, it will exercise a practical veto on the bank's operations.

The Bretton Woods Agreements Act, which provided for American participation in both the International Bank and the International Fund, set up a National Advisory Council on International and Monetary Policy. This body, known as the N.A.C., is composed of the Secretaries of the Treasury, State, and War, the chairman of the Federal Reserve System, and the chairman of the Export-Import Bank. Its function is to issue policy directives to the American executive directors of both the International Bank and International Fund, and this means, I am reliably informed, that it debates at length every loan request made to the former. But while the bank and its officers are prohibited from reaching decisions on political grounds, the N.A.C. does not appear to limit itself in the same way.

I am told, for instance, that a request by Poland for a very large loan, part of it earmarked for rehabilitation and expansion of the Polish coal fields, has been held up in the N.A.C. because one member insisted that the Poles were "without integrity." This sweeping indictment of a people, it is to be feared, may bar Europe from supplies of fuel which it desperately needs. I am sure that is bad economics and, in view of the fact that poverty is communism's best ally, short-sighted politics as well. In an even more curious case, objection was raised to the proposed use by Chile of part of an International Bank loan to develop oil lands which, under Chilean constitutional law, cannot be alienated from the state. The encouragement of a socialized oil industry, it was

suggested, might have unfortunate repercussions on American oil interests in Latin America. This particular difficulty was overcome, but it is indicative of thinking in Washington which is thoroughly in harmony with Wall Street ideas. Critics who object that it hardly harmonizes with the spirit of internationalism will doubtless be reminded that those who pay the piper call the tune.

IN ONE EAR

BY LOU FRANKEL

TO COMMERCIAL broadcasters, of which there are now more than 1,100 in the United States, educational programs on both the juvenile and adult level have always been an unadulterated pain in the pocketbook. They required a lot of work, considerable acumen, and more money than most stations were willing to spend on sustaining programs; they rarely produced any appreciable listener reaction; and they were never bait for sponsors.

There were and are exceptions, of course, but commercial radio has always given educational shows a failing grade. Although it has classed educational stations as freaks, however, it never actively fought the educational and non-commercial operators. It had very little reason to fear them. Too many of the educational institutions which had licenses to operate radio stations in the early days let them go by default. Today the only commercially operated stations that come to mind are WWL, New Orleans, owned and operated by Loyola University, and WHCU, Ithaca, the property of Cornell, and Georgia Tech's WGST. Altogether, the educational and municipally owned and operated stations number only thirty.

Recently, though, a bill was introduced in the California legislature calling for $1,700,000 for a non-commercial network of FM stations to be run by the state Department of Education. Back of this is the University of California's desire to carry its extension courses beyond the physical border of its campus.

In itself this is nothing new. The Federal Communications Commission has set aside twenty channels for non-commercial, educational FM stations. The states of Wisconsin, Minnesota, and Michigan have educational FM networks either in operation or under construction. There are and have been non-commercial FM stations ever since frequency modulation was started, although they are even fewer than the thirty AM educational stations. Yet suddenly, and for no apparent reason except greed, the commercial broadcasters of California took a stand in opposition to the California educators.

Charles McCarthy, head of the Northern California Broadcasters Association, hurried home from Washington, D. C., to confer with Robert Reynolds, his counterpart in the Southern California Broadcasters Association, and other industry chieftains. Between them, they set out to organize a united front of commercial operators against the plan.

Since McCarthy is general manager of KQW, a network affiliate in San Francisco, and Reynolds is general manager of KMPC in Los Angeles, and their organizations include most, if not all, the commercial operators in California, there was no doubt they could lead a vicious fight. But still the issue was not clear. After all, these were the big commercial-station men, the dollars-and-cents operators in AM, not FM; in what way did they and their interests conflict with the educators' plans for FM? It just didn't make sense.

Then the story broke in the trade press. *Variety* reported: "Commercial . . . broadcasters want no part of what they feel will be definite competition for audience." And *Broadcasting* referred significantly to "this threat to freedom of expression" (*sic*).

That let the cat out of the bag. The self-same broadcasters who have been shouting for freedom of speech and free competition from every and any luncheon lectern they could get—these same people wanted to bar the educators.

It wasn't because the radio business was doing badly; last year radio sold $325,000,000 worth of time to reach an all-time record and a 7 per cent increase over the previous year. It wasn't because the commercial broadcasters were doing a good educational job. Nor was it because the educators were proposing something illegal.

Federal Communications Commissioner Paul A. Walker said, when queried, "State educational networks offer an effective means of carrying educational programs to schools and communities throughout the states. It has never occurred to us that educational stations could be, in any way, a threat to commercial broadcasting. In fact, it is my personal opinion that such stations would be a tremendous impetus to broadcasting generally and would encourage and assist commercial stations through developing listening habits and greater audiences. To my way of thinking, the opposition to the California Educational Network is exceedingly . . . short-sighted."

It was short-sighted for a number of reasons. First, it pointed up the fact that commercial radio was doing so bad a job as to be afraid of losing some listeners to the educators.

Second, it suggested the possibility that the commercial radio interests were hoping to get hold of the twenty FM channels now set aside for educational use by keeping the educators from using them.

Third, and most important, it spotlighted, once again, the fight between public service and dollar service in radio.

The educators, via their National Association of Educational Broadcasters and the Association for Education by Radio, are fighting back. The Los Angeles Board of Education has allocated funds for an engineering study of its requirements preparatory to filing for an FM frequency to be used by the city and the city educators. This, in effect, puts Los Angeles solidly on the side of the angels.

But a few letters addressed to the Federal Communications Commission and the National Association of Broadcasters, both in Washington, D. C., will do no harm.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

President
Harold A. Engel
WHA, University of Wisconsin
Madison

Vice-President
Robert J. Coleman
WKAR, Michigan State College
East Lansing

Treasurer
W. I. Griffith
WOI, Iowa State College
Ames

Executive Committee
Waldo Abbot, Michigan
John W. Dunn, WNAD
Richard B. Hull, WOI
Milford C. Jensen, WCAL
James S. Miles, WBAA
Russell Potter, Columbia

Executive Secretary
Morris S. Novik
Room 5052, 30 Rockefeller Plaza
New York, N. Y.

letter

A P P L I C A T I O N
for
~~INSTITUTIONAL~~ MEMBERSHIP
ASSOCIATE

Institutions of learning associated to promote by mutual cooperation and united efforts, the dissemination of knowledge of the technical educational features of broadcasting.

1947

Information about applicant:

1. Does your institution operate its own broadcasting station? Yes ____ No X
2. Does it hold a construction permit from the FCC for a broadcasting station? Yes ____ NO X
3. If Yes: Call letters ____ AM or FM ____
   Operating schedule ____
4. Date station was established: X
5. Does applicant operate other broadcasting facilities? Yes ____ NO X. If so, what? ____
6. Does the applicant broadcast over commercial station facilities? Yes X NO ____
7. Extent of such broadcasting: Several shows weekly

Institution Department of Education

Annual membership dues $2.50-last half of '47 or $7.50 - half of '47 and '48

Address Schenectady, New York

Date Sept. 5, 1947

Representative T. E. Bennett/j
T. E. Bennett

REMITTANCES PAYABLE TO NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Send to: W. I. Griffith, Treasurer, Station WOI, Ames, Iowa.

- Calendar Year Dues -

FM Stations		AM Stations	
Up to 10,000 watts	$10.00	Up to 500 watts	$10.00
Over 10,000 watts	20.00	501 to 1,000 watts	15.00
		1001 and over	20.00
Combination rate:	more than one FM and/or AM station		20.00

Richard B Hull
Station WOI

1947

"Bill of Rights — Edmund Cranes

Rubén C. Rivero
English teacher of the ministry of
Education in Lima, Perú, S A.

Dr Thomas
Cotner
DIV INT Educ Rel
USOE

Rochte, Newton

WOI Chicago NAEB meeting Oct 15 and 16

(as of October 1948)

CALL	INSTITUTION	ADDRESS	DIRECTOR
REGION I -- Chairman, M. S. Novik			
WNYC-FM	Municipal Broadcasting System	New York, N.Y.	Seymour Siegal
WHCU	Cornell University	Ithaca, N.Y.	Michael R. Hanna
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WRUL	World Wide Broadcasting Found.	New York, N.Y.	Walter S. Lemmon
WCUV-FM	Columbia University	New York N.Y.	Russell Potter
WHAZ	Rensselaer Polytechnic	Troy, N.Y.	W. J. Williams
(ASSOC.)	U.S. Office of Education	Washington,D.C.	Frank Dunham
(ASSOC.)	Pennsylvania State College	State College, Pa.	J. O. Keller
(ASSOC.)	Melvin R. White (Univ. of Md.)	College Park, Md.	
(ASSOC.)	M. S. Novik	30 Rockefeller Plaza	New York, N.Y.
(ASSOC.)	Syracuse University	Syracuse, N.Y.	Kenneth G. Bartlett
REGION II -- Chairman, Elmer Sulzer, WKBY			
WRUF	University of Florida	Gainesville, Fla.	Garland Powell
WBKY	University of Kentucky	Lexington, Ky.	Elmer Sulzer
WUOA	University of Alabama	University, Ala.	Graydon Ausmus
(ASSOC.)	Alabama College for Women	Montevallo, Ala.	Maryland Wilson
(ASSOC.)	University of North Carolina	Chapel Hill, N.C.	Earl Winn
REGION III -- Chairman, Jim Miles, WBAA			
WUOM	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
WKAR	Michigan State College	East Lansing, Mich.	R. J. Coleman
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WBEZ-FM	Chicago Radio Council	Chicago, Ill.	George Jennings
WBOE-FM	Board of Education	Cleveland, Ohio	Wm. B. Levenson
WHA	University of Wisconsin	Madison, Wis.	H. B. McCarty
WILL-FM	University of Illinois	Urbana, Illinois	Frank Schooley
(FM)	Indiana State University	Bloomington, Ind.	H. J. Skornia
WBAA	Purdue University	Lafayette, Ind.	Jim Miles
(ASSOC.)	Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
(ASSOC.)	Jim Ebel	Peoria, Ill.--WMBD	
(ASSOC.)	Indiana State Teachers College	Terre Haute, Ind.	Clarence M. Morgan
REGION IV -- Chairman, Richard C. Hull, WOI			
KWLC	Luther College	Decorah, Iowa	Karl Hanson
WCAL	St. Olaf College	Northfield, Minn.	M. L. Jensen
WSUI	State University of Iowa	Iowa City, Iowa	Carl Menzer
KUSD	University of South Dakota	Vermillion, S.D.	Irving Merrill
KUOM	University of Minnesota	Minneapolis, Minn.	Burton Paulu
KFJM	University of North Dakota	Grand Forks, N.D.	Donald L. Robertson
WOI	Iowa State College	Ames, Iowa	Richard C. Hull
(ASSOC.)	Drake University	Des Moines, Iowa	E. G. Barrett

CALL	INSTITUTION	ADDRESS	DIRECTOR
REGION V -- John W. Dunn, WNAD			
KFKU	University of Kansas	Lawrence, Kan.	Frank T. Stockton
KOAG-FM	Oklahoma A & M College	Stillwater, Okla.	H. H. Leake
WLSU-FM	Louisiana State University	Baton Rouge, La.	Ralph W. Steetle
KWGS	University of Tulsa	Tulsa, Okla.	Alan Beaumont
WNAD	Oklahoma University	Norman, Okla.	John W. Dunn
(ASSOC.)	Rocky Mt. Radio Council	Denver, Colorado	Allan Miller
(ASSOC.)	Oklahoma College for Women	Chickasha, Okla.	Frances D. Davis
(ASSOC.)	East Central State College	Ada, Okla.	Oscar L. Parker
REGION VI -- James Morris, KOAC			
KWSC	State College of Washington	Pullman, Wash.	Fred Hayward
KUSC-FM	University of South. California	Los Angeles, Calif.	Wm. H. Sener
KOAC	Oregon State College	Corvallis, Ore.	James Morris
(ASSOC.)	University of California	Berkeley, Calif.	Hale Sparks
(ASSOC.)	University of Washington	Seattle, Wash.	Edwin H. Adams
(ASSOC.)	University of Hawaii	Honolulu, T.H.	Joseph Smith
(ASSOC.)	Brigham Young University	Provo, Utah	T. Earl Pardoe

(Please report corrections or changes promptly)

MEMBERSHIP APPLICATIONS

FOR ACTIVE MEMBERSHIP

Region I	WBGO	Board of Education	Newark, N.J.	Wm. R. Pfeiffer
Region III	WDTR	Board of Education	Detroit, Mich.	Mrs. Kathleen N. Lardie
Region VI	KCVN	College of the Pacific	Stockton, Calif.	John C. Crabbe

FOR ASSOCIATE MEMBERSHIP

Region I	Department of Education	Schenectady, N.Y.	T. E. Bennett
Region II	Board of Education	Columbia, S.C.	Edgar Waite
Region III	University of Chicago	Chicago, Ill.	George E. Probst
			Webb S. Fiser
	Butler University	Indianapolis, Ind.	
Region IV	Des Moines Radio Council	Des Moines, Iowa	
	Iowa State Teachers College	Cedar Falls, Ia.	H.V. Hatch, Ed. Div.
	University of Nebraska	Lincoln, Neb.	
Region V	Colorado A & M College	Fort Collins, Colo.	Rex W. Brown
	University of Texas	Austin, Texas	Thomas D. Rishworth

MEMBERSHIPS ACCEPTED

Oklahoma College for Women	Chickasha, Oklahoma	Dean Frances D. Davis	
Melvin R. White	University of Maryland	College Park, Md.	

Dec 1946

memberships	IN	Apr.	total	IN
Active:	33	3	36	23
Assoc	18	9	27	8
	51	12	63	31

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Collections and Disbursements - since meeting in Chicago, October 25-27,1947

Collections deposited

No. 78 - 11/29/47 ----	$50.00	
No. 79 - 1/30/48 ----	85.00	
No. 80 - 2/18/48 ----	80.00	
	$215.00	
Collections on hand not deposited --	32.50	
		$247.50

1948 accounts due and payable --

6 associate members @ $5.00 -	30.00	
1 associate 1/2 yr. @ 2.50 -	2.50	
10 active members @ 10.00 -	100.00	
4 active members @ 15.00 -	60.00	
19 active members @ 20.00 -	380.00	
		572.50
		820.00

Disbursements

Check No. 83 - Henderson	2.10	
84 - Printing	46.04	
85 - Hull, telephone	3.40	
86 - Engle	100.00	
87 - Directory	3.00	
88 - Telegrams	30.09	
89 - Kroesens Printing	9.28	
90 - Stamps	15.00	
91 - Stamps	20.00	
92 - Stenographic help	58.80	
93 - Carter Printing	41.87	
94 - ISC Printing (3 Newsletters)	67.36	
		396.94
Balance unexpended for 1948 ----------		$423.06

Outstanding Accounts

Stenographic help - Jan. 16 through Feb. 28 -- 100 hours at 75¢	--	75.00
8 Newsletters @ $20.00	--	160.00
8 months steno.time @ $9.00	--	72.00
8 months postage @ $5.00	--	40.00
Telephone & Telegraph	--	10.00
Letterhead and supplies	--	25.00
Miscellaneous	--	41.06
		$423.06

PROPOSED BUDGET FOR 1949

1949 Receipts

41 associate members @ $5.00	--	$205.00	
19 active members @ $10.00	--	190.00	
4 active members @ $15.00	--	60.00	
16 active members @ $20.00	--	320.00	
80	--		$775.00

Estimated Expenses

Newsletter Editor	--	100.00	
Printing Newsletter (12 @ $20)	--	240.00	
Stenographer (12 @ $10)	--	120.00	
Postage (12 @ $5)	--	60.00	
Telephone and Telegraph	--	25.00	
Letterhead and Supplies	--	40.00	
Miscellaneous	--	90.00	
Savings for Emergency	--	100.00	
			$775.00

11-1-47 x1

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Application for membership Date _____

- - - - - - -

The National Association of Educational Broadcasters is the oldest organization of its kind in the United States; it is the organization which fought for allocation of the 20 educational channels in the new FM band; it is the group which believes that better radio programming and policy in the United States is not only needed and wanted, but practical and possible.

The National Association of Educational Broadcasters invites you on behalf of your institution or organization to complete the following application blank, which, when accompanied by the annual fee, will receive consideration by the Association. (Membership is consummated in accordance with the NAEB constitution by the approval of the Executive Committee and a two-thirds vote of the active members.)

- - - - - - -

(Please fill out the following questions)

1. Type of activity into which your application falls? *

Broadcast station_____Production center_____Radio Workshop_____
Radio Council_____Cooperating Organization_____Teaching department_____
Campus (low-radiation, "wired", or "piped" radio)_____Individual_____

2. Name of Institution_____

3. Address_____

4. Does your institution operate its own broadcasting station? Yes_____ No_____

5. If "yes" please supply information as indicated:

AM call letters_____ FM call letters_____
AM frequency_____ FM frequency_____
AM power_____ FM power_____

6. Please note your hours of operation for either or both facilities:

AM stations_____a.m. to _____a.m. and _____p.m. to _____p.m.
FM stations_____a.m. to _____a.m. and _____p.m. to _____p.m.

7. Does your station operate Sundays? Yes _____ No _____

If "yes" what hours? _____

*N-A-E-B members comprise two categories--those who own and operate their own FM or AM facilities--and associate members who comprise all other groupings. For our more complete membership data we ask that you check the first question very carefully. Mark as many designations as apply to your situation.

8. Does your station operate on a shared time schedule? If "yes" indicate below station with whom time shared and hours of sharing?

_____

9. Date station (AM or FM) was established. (If both, indicate both)_____

_____

10. If applicant operates other broadcasting facilities such as television, radar, shortwave, or low-power radiation ("piped" radio, "wired" radio) supply information below:

_____

_____

11. Does applicant broadcast over commercial station facilities? Yes_____No_____

Extent of such broadcasting (programs per week)_____
Call letters of cooperating stations_____

12. Does your institution offer courses in the area of broadcasting? Yes_____No_____
If "yes" please enclose description of courses, hours of credit.

13. Does your institution offer a degree in radio? Yes_____No_____
If "yes" how is it designated?_____

14. Does your institution offer opportunities for graduate work in radio? Yes__No___

15. Are scholarships, fellowships, or other financial opportunities available in the radio area at your institution? Yes_____No_____ If "yes", attach details.

16. Do you issue a regular program bulletin or folder? If "yes" please include and place NAEB on regular mailing list (c/o) Treasurer, Ames, Iowa.

17. Please attach list of staff members and their official titles.

18. (a) PLEASE INDICATE YOUR MAJOR AREA OF CONCERN AND WHERE YOU FEEL YOU MOST NEED ASSISTANCE AND ADVICE. (APPEND AS MUCH INFORMATION AS YOU WISH TO THIS ANSWER.)

For instance: Financial need, engineering advice, program resources, personnel, legal assistance.

(b) PLEASE INDICATE THE MAJOR AREA IN WHICH YOU WILL BE ABLE TO CONTRIBUTE INFORMATION AND EXPERIENCE THAT WILL BE OF ASSISTANCE TO OTHER RADIO OPERATORS. (APPEND AS MUCH INFORMATION AS YOU DESIRE.)

19. Please fill out the following:

Annual membership dues $_____

Institution_____

Official radio representative_____

REMITTANCES PAYABLE TO NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Send to: W. I. Griffith, Treasurer, Station WOI, Ames, Iowa.

- Calendar Year Dues -

FM Stations		AM Stations	
Up to 10,000 watts	$10.00	Up to 500 watts	$10.00
Over 10,000 watts	20.00	501 to 1,000 watts	15.00
		1,001 and over	20.00

Combination rate: more than one FM and/or AM station 20.00

Remarks:

FM

10 w 10.00

100 - 1000 w 20.00

3,000 - 10,000 w 3 ~~25.00~~

over 10,000 w 50.00

up to 10 - 10. 10

100-250 - 20. 15

1000 20

3000 - 30. 25

5000 - 35. 30

10,000 - 40. 35

Over 10,000 - 50 50

AM

up to 500. 10.00

501 - 1000 250 15.00

500 20.00

1000 25.00

5000 45.00

12

5

NAEB clippings

BILLBOARD
November 1, 1947

Radio-Education Seen Expanding In Importance

CHICAGO, Nov. 1.—Indication that educational radio is achieving a position of growing importance was given here this week at the meetings of the School Broadcast Conference (SBC) and the National Association of Educational Broadcasters (NAEB). The 11th annual SBC held October 27-29 under guidance of George Jennings, director of Chicago Board of Education Radio Council, was attended by over 1,500, a new record. It was brought out at the NAEB meeting that membership in the association, comprised of those running educational radio systems (mostly in universities and State and local boards of education) had increased in one year from 31 to 65. Harold Engle, who this year resigned as president of the association after leading it for three terms, stated that within five years there would be about 700 education stations thruout the country. Richard C. Hull, of Iowa State College, is the new prexy.

Most significant about the increased attendance at the SBC was the big turnout of commercial broadcasters, including networks and some of the nation's leading stations, who took part in discussions showing how radio can be used as an educational tool and how education institutions can help create more intelligent listeners by teaching an appreciation of good radio.

One of the highlights of the conference was the preparation of a document for submission to the FCC clear channel hearings, pointing out that present AM clear channel allocations prevent full-time operation of nine educational stations thruout the country and asking that these and other educational AM stations be allowed to operate from at least 6 a.m. to 10 p.m. daily to better serve their listeners.

Talks were given Sunday by Dr. Lee De Forest and Commissioner Clifford Durr. Latter was voted the educational radio "man of the year" at the SBC.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RADIO SURVEY
(November 1947)

Institution: _____ Location: _____

Person reporting: _____ Title: _____

_____

I. Facilities

A. What facilities do you own and operate?

FM or AM	CALL	LOCATION	FREQUENCY	POWER	DATE EST.	CP ONLY
Television						
Facsimile						

B. What non-owned facilities do you use?

FM or AM	CALL	LOCATION	FREQUENCY	POWER	TIME USED

II. Operations

A. Number of hours per week on the air: _____
B. Daily time on air: _____
C. Authorized operation: Full time _____ Day time _____
Share time _____ (with whom?) _____

III. Programs

A. What percentage of total time is devoted to:

1. Live programs _____
2. Transcribed and recorded programs _____
3. Network programs _____
What networks? _____

B. Percentages for types:

1. Music _____
2. Talk _____

C. Percentages for kinds:

1. Information - education _____
2. Entertainment _____

D. What transcription services do you use?

_____
_____

E. What news services do you use?

_____
_____

F. Do you hold liscenses from:

ASCAP _____ Others _____
BMI _____ _____
SESAC _____ _____

IV. Staff

	Full-time	Part-time
A. Administrative		
B. Production		
C. Writing		
D. Announcing		
E. Engineering		
F. Clerical		

G. How many people on your non-paid student staff? _____

V. Budget

Current annual radio appropriation _____
Other contributions to radio (sources) _____
_____
_____

Total $ _____

VI. Administration

A. Under what auspices is station operated? (Committee, Department, Board, etc., explain)

_____
_____
_____
_____
_____

B. Do staff members have faculty rating?

_____
_____

C. What advantages do you see in your set-up?

_____
_____
_____
_____

D. What disadvantages do you see in your set-up?

E. What recommendations do you make for strengthening your set-up?

VII. Activity Relationships

A. What are your best sources of support?

B. What are the obstacles to your greater radio progress?

C. What, if any, unions affect your operations? (Explain)

VIII. What future plans do you have for?

A. AM
B. FM
C. Facsimile
D. Television
E. Network
F. Administration
G. Budgets
H. Operation
I. Building

IX. Exchange

A. Do you have transcription equipment? _____
Kind _____

B. Do you wish to exchange transcribed programs with other stations?
_____

C. What do you have to exchange?

_____
_____
_____
_____
_____
_____

D. What programs would you like?

_____
_____
_____
_____

E. Do you want to exchange scripts? What?

_____
_____
_____
_____

X. Administrative Personnel (your organization)

Report by: _____

Date: _____

Mail to: _____

1947

CONSTITUTION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
(as amended)

PREAMBLE:

Believing that radio is in its very nature one of the most important factors in our national and international welfare, we, the representatives of institutions of higher learning, engaged in educational broadcasting, do associate ourselves together to promote, by mutual cooperation and united effort, the dissemination of knowledge to the end that both the technical and educational features of broadcasting may be extended to all.

ARTICLE I
(amended)

MEMBERSHIP:

(A) Any university, college, or other educational or public service agency of recognized standing engaged in educational, non-commercial broadcasting over a radio station owned and/or operated by it or any such agency holding a construction permit for such a station, may be elected to membership in this organization by approval of the Executive Committee, and a two-thirds affirmative vote of all active members of the Association. Each member institution or agency shall be entitled to one vote.

(B) Any individual, educational institution, or public service agency engaged in educational broadcasting may become an associate member of this Association by approval of the Executive Committee, and a two-thirds affirmative vote of all active members of the Association. Associate members shall have all the privileges of active membership, except that they shall not be permitted to vote or to hold office.

(C) This amendment shall become effective April 1, 1945, but shall not change the status of any member in any classification held on December 31, 1944.

ARTICLE II
(amended)

DUES:

The annual dues of members shall be determined upon the basis of transmitting power, namely, for amplitude modulated stations 500 watts and lower, $10 per year; 1 kilowatt and lower to 500 watts, $15 per year; 5 kilowatts and lower to 1 kilowatt, $20 per year; for frequency modulated stations, up to and including 5 kilowatts, $10 per year; up to and including 10 kilowatts, $10 per year; and up to 50 kilowatts, $20 per year. Dues for international shortwave stations shall be computed on the same basis as frequency modulated stations. Member institutions owning or operating more than one station or holding a construction permit for more than one, must pay the combined rate for the two stations, but in no event in excess of $20 per year.

ARTICLE III

OFFICERS:

The officers shall be a President, Vice-President, Secretary-Treasurer and six additional executive committeemen. One committeeman shall be selected from each of the five radio zones in the United States and one shall be a member-at-large, for a period of one year. These officers shall be elected by a majority vote of the active members present at the annual business meeting, which shall be held at a time and place designated by the Executive Committee.

The Executive Committee is empowered to select an Executive Secretary, whose duties shall be defined by the Committee.

ARTICLE IV

DUTIES OF OFFICERS:

The duties of the officers shall be those usually pertaining to such offices, and such additional duties as are outlined in the by-laws.

ARTICLE V

QUORUM:

(A) A majority of the Executive Committee shall constitute a quorum, thereof.

(B) A majority of the active members in good standing shall constitute a quorum at the annual meeting, or at such special meeting as may be called by the Executive Committee.

(C) Active members may vote by proxy, provided there is not a quorum present. It shall be the duty of the Executive Committee to allot the number of proxies to the respective districts in such a manner as to constitute a quorum.

ARTICLE VI

BY-LAWS:

The by-laws of this Association may be adopted and amended by a majority vote of the Executive Committee.

ARTICLE VII

AMENDMENTS:

This Constitution may be amended by a two-third vote of the active membership. Notice of any proposed amendment shall be submitted to the membership at least thirty days prior to the date of voting.

As amended February 15, 1939
As amended April 1, 1945
As amended July 1, 1945

(Associate Membership dues, $5.00)

We need a producation center for public service programs. The case for its establishment rests on some aspects of the past history of public service broadcasting which we might briefly review.

The story of educational radio stations is, at worst, one of sheer professional incompetence. At best, it is the record of a courageous struggle against almost hopeless odds. The muddled thinking about radio of many educators, the unhappy influence of politics (as it affected state university radio stations in particular), the opposition of commercial broadcasters -- these and other influences have contributed to sorry story. Twenty years ago there were 176 educational stations. Today only 30 are left.

At the risk of oversimplifying a complex problem, one might say that the basic trouble with educational stations has been a vicious circle of cause and effect from which few have as yet entirely escaped. Inadequate funds have resulted in the appointment of men as radio directors with insufficient grasp either of what education is all about or of effective radio techniques. The consequence has been that, at university stations at any rate, with rare exceptions, most members of the faculty have remained unconvinced that radio is anything buy a means of diluting the elixir of pure scholarship. The relatively few who saw its possibilities were reluctant to submit themselves to a new and exacting discipline--that of writing and speaking for the radio. They neither trusted their radio mentors (often with very good reason) nor believed that speaking at a microphone is different from and harder than lecturing to a class. The result was poor programs and negligible audiences. There are, of course, exceptions. Stations like WHA at the University of Wisconsin and WOI at Ames, Iowa, have beaten commercial radio at its own game and made a deserved name for themselves. But the exceptions only prove the rule.

We have already seen the problem, inherent in the necessity of being on the air for sixteen hours a day, of maintaining a continuing high standard of programs. The material is limitless, but its unearthing and conversion into program form require a very high degree of skill and imagination. It is no accident that stomach ulcers are almost an occupational disease in radio. The pace is fast and relentless.

With a generous band of FM frequencies reserved for educational stations, public service broadcasting gets its second chance. Will history repeat itself? Twenty years hence, shall we witness yet again the taking over of these frequencies by the commercial stations with their supposed know-how? Public interest, and all the machinery of planning we have proposed to foster it, will not suffice to avert this calamity if public service programs fail in quality and attractive power. We shall be wise to take time by the forelock and profit now by past experience.

FM

There is already evidence that educators intend to take FM more seriously than they did AM broadcasting. Public service broadcasting will almost certainly be more generously financed and better operated. But there remains another danger--that of dispersed effort, the chronic defect of men of good will. The contention that the public will respond, in time, to "serious" subjects has still to be proved, at any rate on a scale large enough to silence skeptics. It would be madness not to give what we must still call an experiment the best chance for success by ensuring the highest possible standards of program writing and production. There is not enough talent to go around It must be pooled. The means of such a pooling are available.

PROGRAM POOLING

For the day which the great networks, anxious to maintain their virtual monopoly over the conduits for radio talent, have for so long sought to defer id here. One of radio's greatest needs can now be met. Through transcriptions, an independent outlet for creative writers is available, unfettered by the advertisers' fear of giving anyone offense or their narrow preconceptions of "what goes." Quality programs of enduring interest (for repeated use), or tailor-made for special occasions or particular localities, can be made available to all.

PRODUCTION CENTER

But who is going to write them, produce and act them? Educators and others interested in radio's public service need to establish rapidly (others will soon be in the field) a radio production center, to undertake the specific task of building up the market for public service programs by quality production This may yet prove to be a revolution in broadcasting, and, consequently, in the advancement of our culture and the perfection of democracy. Some of the practical aspects of the center's establishment are worth sketching in. The primary market for the center's output would be public service FM and AM stations. A secondary (and ultimately lucrative) market will be local commercial stations as the merit of the center's products is progressively demonstrated. There will be some scope for exports to countries abroad.

RADIO CENTER STAFF

The staff of the center need not be large. Even half a dozen writers of real talent could work miracles, supported by an equivalent team of producers concerned to heave radio out of its artistic rut. They will need adequate remuneration, more than a pittance. But the salaries offered to a few top-notch writers and producers in commercial radio are not necessary. Artists are not gold diggers. Many writers and producers in commercial radio today would gladly sacrifice a fortune for artistic freedom. There will be those who, returning from the war, will feel nauseated by the commercialism that has been superimposed on the integrity of self-expression. They will go to great lengths to avoid a return to the old humiliating bondage. Many will have new thoughts, fresh vision to communicate, tempered and refined in the fire of war's experience. Public service broadcasting and the production center will attract them.

Production costs will not be high. Stars and their astronomical salaries are not necessary to good casting. This is a fetish and a fiction imposed on us by commercial radio. There are already numerous instances of programs by unknown writers and producers presented with unknown casts which have won larger audiences than competing programs in the big-money category.

PROGRAM SCOPE

The scope of programs is as wide as a writer's imagination and awareness of social issues. Years of work could be devoted to making good the deficiencies of commercial radio alone. Programs for children, designed to interest them in other subjects than those of murder, crime, and detection; the still unanswered craving for helpful information on health; democracy in action and on trial; service to non-profit organizations; history; science, and art; the new problems of the global family of nations--the list is endless.

It is most desirable that the center be quickly self-supporting. An initial grant-in-aid from one of the Foundations might be sought. Salaries and production costs not being high, a quick return is likely on the sale of transcriptions. A modest annual subscription from member stations in the public service field would provide a steady revenue. With the center organized on a non-profit basis, the budget could probably be easily balanced. A favorable balance would go to the increase of staff and production. Training courses for students, in writing and production for radio, could be organized and would provide an added source of revenue. The growth of FM public service stations will necessitate such training. The danger of which we must continuously warn ourselves is that of dispersed, diluted effort. A pooling of the best talent available is the soundest insurance of the program quality that will be needed.

Such are components of the plan for the future, first tracings of a blueprint that others can improve and elaborate. Our purpose has been to show that radio's third estate can and must come into its own. But to do so it must organize.

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